



Kampgrounds of America, Inc.

Dear Investor:

Thank you for your interest in owning a KOA campground. KOA looks forward to sustaining one of North America's most popular activities - camping. An A. C. Nielson survey now ranks camping as the third most popular outdoor activity.

The enclosed materials include information about KOA which I trust you will find of interest. Enclosed also is KOA's **Franchise Offering Circular**. The Federal Trade Commission requires that this document be sent to prospective franchisees prior to the time serious discussions take place between the franchisor and the prospective franchisee. Please date and sign the receipt form (**Item 23 Receipt** - loose copy enclosed) and return it to me in the enclosed courtesy envelope. We must have this receipt in our file to comply with federal regulations.

Whether your interest lies in building a new KOA Kampground, buying an existing operating KOA Kampground or converting an independent campground to KOA status, I will be happy to answer any questions you have once I have the above mentioned offering circular receipt on file.

I look forward to working with you and thank you again for your interest in KOA.

Sincerely,

Dan Singer
Licensing Representative

P.S. Our Licensing Department toll free number is 1-800-548-7239. Please be sure to ask for me when you call or write.